

LANTERN



UNIVERSITY OF WISCONSIN-LA CROSSE ALUMNI MAGAZINE

Volume 38, No. 1
WINTER 2011-12

the next 100

New buildings add
space, provide
modern digs



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LANTERN ONLINE
Click on the lantern graphic at
the end of a story to read more.
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ON THE COVER Image of Centennial Hall.

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View past issues at: <http://murphylibrary.uwlax.edu/digital/uwl/Alumnus/index.html>. The UW-La Crosse Alumni Association funds production of The Lantern.



FROM CHALK TO TECH TALK

Growing up in rural Wisconsin in the '70s, technology in my nearly one-room grade school wasn't much more than chalk.

Once a month we'd view films, straining to hear over the fluttering 16-mm film flowing through the projector. We'd tune in to Wisconsin Public Radio to sing along with children's music programming. High school introduced TV videos.

Three decades later, chalk (and its dust) is gone. Digital productions have replaced film and video. Stereo sound is masterfully absorbed in walls to reduce echo.

UW-L's Centennial Hall is state-of-the-art. Flat-screen TVs allow work simultaneously on group projects. Touch screens adjust room lighting and more. Hallway monitors continuously flash updates.

Centennial Hall is just the answer for our ever-increasingly, technology-savvy society. It's what will keep UW-L among the Midwest's top public universities.

Always a proud alum,

Brad Quarberg
Brad Quarberg, '85

THE DREAM BUILDING

I was one of the staff members who spent more than 30 years in an office building that was a renovated residence hall. I was also one of the lucky staff members to move into the new Centennial Hall. It's so nice to have an office that was not a dorm room, a conference room that was not formerly a shower room, and a storage room that was not formerly a bathroom.

As with any major building project, the early meetings are for dreams and fantasies. Then, reality sets in and these dreams rarely come to fruition. In our meetings about a new campus academic building we imagined:

- a building that is a showcase for UW-L and welcoming to potential students and campus visitors.
- a sustainable building with rain gardens.
- classrooms and conference rooms with up-to-date and user-friendly technology instead of pushing technology on a cart.
- lounge and reception furniture that is functional, comfortable, sustainable and attractive.



- office furniture that actually accommodates computers instead of desks that were here before computers.
- offices with windows.
- rooms designed for storage.
- a building that can comfortably handle thousands of students and staff.

When Centennial Hall opened in August, it was a dream come true! Thank you to everyone who made Centennial Hall a reality for UW-L students and staff.

Karla E. Stanek
Karla Stanek, '75 & '80

UW-L: No. 2 in the Midwest

For the second year in a row, UW-L has been ranked the No. 2 public university in the Midwest – and the top comprehensive in the UW System. That ranking is from *U.S. News & World Report's* 2012 America's Best Colleges list of Best Regional Universities in the Midwest.

“Even with our continued budget challenges, we’ve been able to maintain this impressive ranking because our people take great pride in this university and its reputation,” says Chancellor Joe Gow. “It’s helpful to have this external validation of the great work our faculty and staff do each day to ensure our students receive a high quality education.”



UW-L ‘Military Friendly’

G.I. Jobs has placed UW-L on its 2012 list of Military Friendly

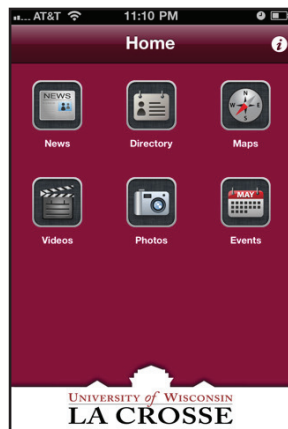
Schools. The list honors the top 15 percent of colleges, universities and trade schools that embrace America’s veterans as students. To make the list, schools must have good results for recruiting and retaining military and veteran students, along with academic accreditations.

Campus to host national undergrad research conference



More than 3,500 students and faculty from throughout the country are expected on campus April 9-11, 2015, when UW-L hosts the National Conference on Undergraduate Research. It’s expected to be the largest conference ever on campus. Topics will range from anthropology to zoology, along with perform-

ing arts and visual arts. UW-L hosted the 2009 conference, see www.uwlax.edu/ncur2009.



There’s an app for that

Get the new UW-L mobile application for free from iTunes! You can view UW-L videos, news and current events. Mohamed A. Elhindi, UW-L’s chief information officer, says the app helps people navigate campus, learn about UW-L, and find events and activities quickly.



UW-L HAS BEEN RANKED SECOND OR THIRD AMONG MIDWESTERN PUBLIC UNIVERSITIES FOR THE PAST 11 YEARS.

Last summer, Biology Professor Meredith Thomsen, right, led documentation of tree seedling growth as part of a forest restoration project on Goose Island in southern La Crosse County. Assisting her were, from left, biology students Ben Cogger and Andrew Voelkel.



Research happens year-round, regionally

Throughout the year, UW-L professors and student researchers can be found paddling small boats in river marshes. They trudge through muddy Mississippi River Valley forest floors. And, they study squirrel hearts in a Cowley Hall science lab.

All are searching for answers to big questions. Is lead from shotguns fired 50-80 years ago contaminating La Crosse River marsh soil? What's the best fence for forest restoration? How do ground squirrels stop their blood from clotting when humans can't?

It's not easy work, admits Leah Morgan, a graduate

student collaborating on the ground squirrel research. "One of my professors said if research was easy it would just be called search."

While this research is creating a foundation for future studies, it's giving students an experience they won't forget.

It's fun to watch students in the lab transform from their freshman to senior years, says Biology Professor Scott Cooper. "There is a kind of professionalism undergraduate research really instills in students," he explains.

Students see the direct impact of their work. "I didn't really know all this was happening in the marsh," says Sara Erickson, a geography major collaborating on the lead contamination research. "I'm glad we can help the environment and the people using the park."



DEER ARE A THREAT TO TREES THAT COMPETE WITH OTHER PLANTS IN THE UPPER MISSISSIPPI RIVER FLOODPLAIN FOREST.

Mercury studies have UW-L links

An extensive scientific report on Great Lakes area mercury released in Detroit in October included key research from four UW-L professors. The summary found mercury impact is much greater than previously reported.

"The UW-La Crosse River Studies Center has achieved world-class standing in mercury contamination research," notes James Wiener, Wisconsin Distinguished Professor at UW-L who co-authored the report. "Much of that credit goes to our outstanding undergraduate and graduate students who do a lot of the extensive field and laboratory work needed for this complex area of study."

SCIENCE RESEARCH IS FINDING MORE SOLUTIONS. READ MORE ONLINE:

- UW-L researchers studying potentially toxic levels of lead in the La Crosse River marsh
- UW-L researchers doing forest restoration
- Read more about the mercury studies conducted at UW-L



Dig this



Programs give hands-on experience in archaeology

Eighteen high school students and adults joined Mississippi Valley Archaeology Center (MVAC) staff in Holmen this summer to

For more pics of the digs go to <http://bit.ly/sqF5qz>

excavate a late prehistoric campsite. The arrowheads and pottery found at the site were from between AD 1300 and 1400.

For more than 30 years, MVAC at UW-L has made it possible for those interested in learning about archaeology to participate in public archaeology field programs. Participants ex-

perience archaeology firsthand by helping excavate a site, washing artifacts, and documenting what they did and found.

“The programs provide students thinking about an archaeology career an opportunity to participate in digs and find out what is involved,” says MVAC Researcher Connie Arzigian. “Others dig because they have always wanted to be involved with archaeology.”

“The field experience also benefits archaeology,” explains Arzigian, “because MVAC is able to learn more about sites in the region and help to preserve this important cultural heritage.”



UW-L retiree Bill Gresens, left, who has been involved with archaeology at UW-L for more than 25 years, works with archaeology student Denise Edmunds, center, and La Crosse area resident Claudia Kiesenhofer.



UW-L'S ARCHAEOLOGICAL STUDIES MAJOR IS ONE OF THE FEW COMPREHENSIVE UNDERGRADUATE ARCHAEOLOGY PROGRAMS IN THE U.S. — AND THE ONLY ONE IN THE MIDWEST.



Top prof: Greg Wegner named state's top professor

UW-L History Professor Greg Wegner was named 2011 Wisconsin Professor of the Year by The Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education. Wegner, '71, was selected from nearly 300 top professors in the U.S.

Wegner accepted the award on behalf of his students in November. "This award, in the end, belongs to them," he says. "I wouldn't be here without them. My ability to teach, research, write and publish is refreshed and renewed through teaching students."



Grandad facelift

The top spot for nearly anyone who's been to La Crosse will look different when it reopens in spring. Grandad Bluff's \$1.17 million facelift includes restoring the 1930s shelter, a new walkway, a cantilevered overlook platform and a wheelchair accessible site, which was also re-landscaped with native species. Reconstruction began



in spring. The grand re-opening of the city's No. 1 tourist spot was delayed to April 2012 when fencing materials didn't arrive by fall. Bliss Road, the way up the bluff from Main Street, was

opened in November after being rebuilt from summer 2010 washouts.



Mike Harding, '89, and Chris Fechner, '90, who own Coulee Region Land Surveyors, helped reconstruct Bliss Road up Grandad Bluff.



8/8 (2012) is the date!

Alumni and friends worldwide can participate in the 2012 UW-L Alumni & Friends golf outing. And they don't need to live near La Crosse to take part! Beginners and experienced golfers should play and support their alma mater. Watch the Lantern and Alumni Association website, www.uwlalumni.org, for details. Don't miss it, 8/8 (2012) is the date.



Need to get away? Popular alumni travel program returns in 2012

Join UW-L alumni on a cruise from Barcelona, Spain, to Athens, Greece.

History comes to life on this voyage of the Mediterranean. Uncover culture and history sailing the shores of France, Italy, Turkey and Greece aboard an impressive vessel, Oceania Cruises' Nautica.

Leave from Barcelona and sail east to Marseille and the countryside of Provence. See rich history and architecture in Florence and Rome, the Amalfi coast, and the hill towns of Sicily. Continue to Turkey with the

ancient ruins of Ephesus. Then, sail to Greece, ending in Athens.

Historic Reflections – Oceania Cruises on the Nautica; Barcelona to Athens, 10 nights from Oct. 25–Nov. 5, 2012; prices start at \$3,049 per person, double occupancy (including airfare). For details, contact the Alumni Association www.uwlalumni.org, alumni@uwlax.edu or 877.895.2586.



YOU CAN GET MORE THAN GREAT VACATIONS WITH THE ALUMNI ASSOCIATION — DISCOUNTS ON AUTO AND HOME INSURANCE, LA CROSSE AREA BUSINESSES AND MORE. SEE: WWW.UWLALUMNI.ORG/BENEFITS.PHP

More than ideas: '93 grad's patents stretch worldwide

His patents are helping industry-leading specialists with research ranging from patent mining to searching for disease markers in the human genome.

Computer Science grad Rich Dettinger, '93, is a pro when it comes to developing patents. To date, he has 164 patents in 40 countries around the



world, including China, Taiwan and throughout Europe. His patents are all related to software solutions and were all acquired as a software engineer for IBM over 13 years.

"I'm always looking for better ways to do things. You get good at recognizing opportunities," he explains. "If you recognize the problems or the holes in other people's solutions, you can leverage that to invent new things and solve new problems."



Running down the dream; Alum excels at Paralympics

Dana Zimmerman, '11, far left, competed in the Paralympic Games in 1996 and 2000. Here, he's at the Paralympic Trails for the 800-meter race in Arizona in 2008. If he had made the 2008 team, it would have been his third Paralympic Games.

Photo by Jodi Davis.



Dana Zimmerman heard fans cheer as he rounded the track in the 2000 Summer Paralympic Games in Sydney, Australia. "In my head I was saying 'believe, believe, believe — there is nothing that can prevent you,'" recalls Zimmerman.

That inner drive led Zimmerman to a silver medal in the 1500-meter race in the international competition. It also allowed a young man with Cerebral Palsy to never let his disability stand in the way of his dreams.

Zimmerman competed in two Paralympic Games, 1996 and 2000, despite the condition that limits motor skills on his right side. Although a learning disability affected his ability to

read and write and caused him to be placed in special education classes, Zimmerman graduated high school and pursued a master's degree.

He earned that master's at UW-L in physical education with a concentration in adapted physical education in spring 2011. As part of the requirements, he worked with children with disabilities.

"He used his disability as a strength — as a way to break down barriers so he could interact well with other people whether faculty members, fellow students or the kids he taught," notes Manny Felix, UW-L assistant professor of adapted physical education.



UW-L'S OTHER OLYMPIAN IS ANDREW ROCK, '04, WHO EARNED A GOLD IN THE 4X400 RELAY TEAM IN THE 2004 SUMMER OLYMPIC GAMES.



Summer makeover

The Cleary Alumni & Friends Center received a makeover this summer including new carpeting and paint. The UW-L Foundation built the center with contributions from alumni and friends. Completed in 1995, the building is named for Russell and Gail, '55, Cleary, alumni who made generous financial contributions to the Foundation.



Lantern Online

Get a monthly email with the most current news from UW-L. Update your address at www.uwlalumni.org/whatsnew.htm.



A GREAT HAIR PLAY

Alum starring in Twin Cities 'Hairspray' run



This is Therese Walth's debut at the Chanhassen Dinner Theatres in the Twin Cities. She has admired the Chanhassen stage since her father, UW-L Director of Choral Music Studies Gary Walth, took her there while a member of the UW-L's Concert Choir.



Therese Walth is brave, bold — and she has big hair.

Walth, '06, has been playing the lead role of Tracy Turnblad in the Chanhassen Dinner Theatres' production of "Hairspray," the Broadway musical, that took the stage Aug. 5, 2011

ting on stage to sing, dance and act. The reviews say she's doing a great job of it.

Walth majored in music education and performance with an emphasis in music theatre. She was exposed to various genres of music during her

Find out more about "Hairspray" at www.chanhassentheatres.com



UW-L'S THEATRE ARTS DEPARTMENT PRODUCES SIX PERFORMANCES EACH YEAR. SEE MORE AT WWW.UWLAX.EDU/THEATRE

and runs through May 26, 2012.

Turnblad is a teenager growing up in Baltimore in the 1960s. Her appearance on the popular "Corny Collins Show" transforms her from social outcast to star.

Walth, who now lives in Bloomington, Minn., says she still can't believe her job is get-

ting on stage to sing, dance and act. The reviews say she's doing a great job of it.

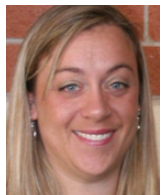
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7 added to Wall of Fame

Six former student-athletes and a longtime employee were inducted into the university's Wall of Fame in October. Among them:

KARI (MOTZ) DELONG



Gymnastics, 1996-2000.

Athletic highlight: Winning the all-around national champion-

ship her freshman year after overcoming a torn ACL.



DOREEN LUDLOW-GROSHAN

Cross Country and Track, 1981-85.

Athletic highlight: Running to second at nationals in the outdoor 1500m while breaking a UW-L record.

MIKE MASLOWSKI



Football, 1993-96.

Athletic highlight: Having Coach Chris and Coach Harring visit

at training camp the first year he made the Kansas City Chiefs roster.



DREW PETERSON

Diving, 1990-92.

Athletic highlight: Won every diving meet he participated in during his three years at UW-L, except for nationals.

JODI SMILEY



Volleyball, Badminton and Track, 1981-84.

Athletic highlight: Earning a national

individual championship while breaking a record in the javelin in 1984.



RICHARD "DICK" W. TRICKEL

Cross Country and Track, 1958-62.

Athletic highlight: Ran the Boston Marathon in two hours and 35 minutes at the age of 42.

JOSEPH F. BOLWAHN

Sandy Gordon Merit Award, campus



employee, 1973-2007.

Recognized for: commitment and strong work ethic to athletics and

physical education while serving as the equipment counter coordinator.

[CLICK HERE TO SEE DETAILED INFO ON ALL WALL INDUCTEES](#)



the wall

The Wall of Fame pays tribute to former athletes and coaches for their exceptional ability and enhancement of school tradition. The Gordon Merit Award recognizes long-time supporters of UW-L athletics.

Gridiron give

ALUM PROMOTES ATHLETICS THROUGH COMMERCIALS

Jeremy Richter, '94, stands with a light used in the filming of the commercials. The crew used RED One MX and Phantom motion film cameras — standard gear on major Hollywood productions.

BELOW: Rick Schaaf, left, poses with Jeremy Richter at UW-L's Veterans Memorial Field Sports Complex. Schaaf was a Kodak All-America athlete at UW-L and is featured in Richter's commercials.



ESPN — live on a Florida football field. Pads collide. Sweat falls. Eight seconds flash on the clock. A national championship trophy is about to be won. Jeremy Richter, '94, remembers the thrill of UW-L winning the 1992 NCAA III National Championship in football like it was yesterday.

"I can't tell you how much emotion was flying around on that field the last five minutes," he says. "It came down to the last play of the game."

Richter wants UW-L athletes today to feel the same stir of emotions he did during that game. That's why he donated six, UW-L football-themed commercials to

the university. The commercials, valued at \$250,000, will remind students of the school's legacy and help recruit outstanding athletes, he says.

The ads feature UW-L athletes, cheerleaders and marching band members at Veterans Memo-

**See Richter's videos at
www.uwleaglefilms.com**

rial Field Sports Complex. With a new stadium, football coach, and athletic director, UW-L is embarking on a "new era" and it felt like the right time to make such a donation, says Richter.

UW-L Director of Collegiate Gifts Pat Stephens calls it a "gift of passion — they put a lot of effort and time into this gift for their alma mater," he notes.

Richter, who majored in marketing, is president of Richter Studios, a Chicago-based firm that creates commercials, brand films and corporate video productions. Richter and his brother, David Richter, '92, who joined Jeremy on the 1989 National Championship runner-up football team, formed Richter Studios in 2003.



M OVING TO OSCOW

Couple trades small-town life for international excitement

It was not convenient. It was not quiet. It was not easy. But it was never dull.

Those are Bruce Nelson's words about the move he and his wife made from their beautiful Winona, Minn., home to a grubby Moscow apartment in fall 1998. They recall adapting to Russian grocery shopping with new foods and the smell of car exhaust in a city of 10 million.

"For awhile, we couldn't help but ask ourselves, 'What were we thinking?'" quips Nelson.

But, after the two settled into life abroad, they didn't want to come back. Nelson, '77 & '93, and his wife, Colleen O'Leary Nelson,

'93, are now in their 14th year of teaching at an Anglo-American school in Moscow. Nelson directs middle school and high school choir; O'Leary Nelson teaches high school art.

Their decision to move to Russia dates back to an elective class Nelson took, "Soviet Seminar," in spring 1976. The class entailed studying about the Soviet Union and traveling there.

"Soviet Seminar changed my entire world view," he explains. More than 20 years after Soviet

Seminar, Nelson and his wife attended an international teaching job fair and Russia stood out as a place to explore.

"After 14 years here, we still find Moscow fascinating, exciting and, at times, incredibly frustrating," says Nelson. "Nonetheless, if we had wanted life here to be just like home, we'd have stayed in Minnesota."

From left, Colleen O'Leary Nelson, '93, Bruce Nelson, '77 & '93, and David Awtry, '89, stand in front of St. Basil's Cathedral on Red Square in Moscow. All earned a Master's of Education-Professional Development from UW-L and now teach at The Anglo-American School of Moscow. In addition, Bruce earned a bachelor's degree in music from UW-L in 1977.

INSET: Bruce Nelson.



Larry Ganske, '77, and his father, Ed Ganske, '41, returned to campus to check out the new football field.



Alumni visit campus tribute to veterans

Ed Ganske, '41, looked out from the top of the UW-L stadium. He remembered the repetitious football drills out on the field and the glory of leading his team as captain in the 1941 Homecoming football game.

The game hasn't changed much, he says. But the campus looks a lot different.

With the new stadium and Veterans Memorial Stadium Hall of Honor, it seemed like the right time for the veteran to come back, explained Ganske's son Larry, '77.

UW-L's Veterans Memorial Stadium Hall of Honor, located inside the entrance of the stadium, was dedicated in September 2009. Inside, TV monitors play a slideshow of war experiences. A small replica of the "Three Soldiers" sculpture at the Vietnam Veterans Memorial on the National Mall in Washington, D.C., is on display. It is estimated that, to date, \$750,000 raised from private gifts has been allocated for construction, finishing, technology and ongoing operations for the Hall of Honor.



MORE THAN 600 VETERANS RECOGNIZED IN THE ORIGINAL HALL OF HONOR IN THE OLD STADIUM ARE LISTED IN THE NEW HALL. OTHER VETS CAN BE INCLUDED IN A NEW LISTING WITH A DONATION TO THE HALL'S UPKEEP. CALL THE UW-L FOUNDATION AT 877.895.3863.

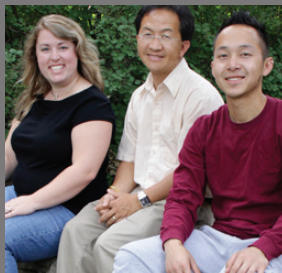
The Remainders, Foreigner, The Steve Miller Band at 2012 Freedom Fest

The next La Crosse Freedom Fest will be Saturday, June 16, 2012. Along with live music, the fest includes a motorcycle rally. About 6,000 celebrated the fourth annual Freedom Fest June 18, 2011. The event raised more than \$62,000 for the Hall of Honor and the Donald P. Weber Veteran's Scholarships for UW System vets.

Small grants, big results



PETER TALEN: To read more about "Peter's Story" go to lantern.uwlax.edu



MAGGIE MCHUGH, BEE LO, VONG LAO: To read more about "Ka's Garden" go to lantern.uwlax.edu



Without special UW-L Foundation funding, a unique story about Hmong gardening would not have been told. Or, the tragic story of a UW-L student killed in a house fire wouldn't be promoting smoke detector safety.

Both were possible because of the UW-L Foundation Small Grants Program. Grant projects range for projects from instruction and research to public service. While the grants are small, their impact is big.

"Ka's Garden," published in both Hmong and English, tells the story of a young Hmong girl gardening in Laos. Money raised from the book is funding scholarships for Hmong students attending college.

"Peter's Story" documents Peter Talen, a former UW-L student killed in a Madison house fire while visiting his brother. The video received a state award and is still used in fire prevention efforts among college students and teens statewide.

"Several authors of these grants have been able to take this money and leverage it with matching funds from others," explains Professor Emeritus Ron Rada, chair of the Foundation's Small Grants Committee. "They took what they received and turned their projects into far much more than anyone would have expected."

2012 UW-L Foundation small grants

\$20,038 in grants included:

- 2011 Continuing Education and Extension Youth Programs Scholarships
- UW-L Year of Sustainability programming
- Friends of Theatre Gala Performance: Creating Community Through the Art
- Pre-collegiate Archeology Scholarships
- Visiting Artist Series, Art Department
- Matching Funds, Mississippi Valley Archeology Center
- A Randomized Cross-over Design of Martial Arts for Children with Autism Spectrum Disorder
- Best Orientation Practices for Cultural Adjustment and Mental Health Services for Undergraduate Mandarin-speaking Chinese Students
- Distinguished Lecture Series - Colin Beavan

\$655K in scholarships, awards

It's much easier for nearly 400 students to go to college this year thanks to scholarships and awards given through the UW-L Foundation. The Foundation awarded more than \$655,000 to students for 2011-12, with awards ranging from \$100 to full tuition. Donors and recipients were recognized in spring. Find out more about the scholarship program at: www.foundation.uwlax.edu/sch.html.

the next 100



**NEW
BUILDINGS
ADD SPACE,
PROVIDE
MODERN
DIGS**



LEFT: Centennial Hall opened for classes last fall. RIGHT: Classrooms provide more space for students and lots of technology.



Since UW-L junior Jason Krug set foot on campus, he's become familiar with one contraption in the sky above UW-L — the construction crane.

UW-L has seen a lot of development in the last three years. In September 2009 the university dedicated the new Veterans Memorial Field Sports Complex. This September students found a comfortable home away from home in a new residence hall (Eagle Hall) and filled the 5,000 classroom seats in a new academic building (Centennial Hall).

The new 500-bed residence hall fills a strong need for campus housing. "We are now able to provide a lot more people with on-campus housing," explains Nick Nicklaus, director of residence life, noting 35 percent of undergraduates live on campus.

Centennial Hall fills the need for academic space with 44 classrooms and two auditoriums in the 189,000-square-foot building. Not only that, the

building has advanced technology, sustainable design, flexible seating and a modern feel.

"Graff Main Hall was the first 100 years of UW-L," explained Chancellor Joe Gow during a tour of the new building. "This building is the next 100."

It's exciting for students like Krug who've watched the construction from the start. "When I registered for classes, I wanted to make sure I had some classes in Centennial Hall," he says.

For UW-L senior Ryan Nell, who uses a wheelchair, the new building is a breath of fresh air. Centennial was designed with accessibility in mind. Ramps and other accessibility features in lecture halls and classrooms give Nell more choices about where he can sit. More space allows him to maneuver and high tables allow him space to pull up in a wheelchair.

"All of my classes are in Centennial Hall this semester," he says. "The new building is fantastic."

"Graff Main Hall was the first 100 years of UW-L. This building is the next 100."

Chancellor Joe Gow

[CLICK HERE TO VIEW CONSTRUCTION TIME LAPSE VIDEO AND CLASSROOM PHOTOS!](#)



A wide open atrium welcomes visitors to the new Centennial Hall.

CENTENNIAL HALL FAST FACTS

FUNDING» \$40 million, (\$37 million state funding; \$3 million private.) First building built predominantly with state funding since 1974.

PLANNING BEGAN» 2006

CONSTRUCTION BEGAN» July, 2009

GROUNDBREAKING» Sept. 2, 2009

DEDICATION» Aug. 31, 2011

SIZE» 189,000 square feet (Largest academic building)

GO GREEN» Leadership in Energy and Environmental Design (LEED) Silver rating (pending)

SPACE» 44 classrooms; two auditoriums; department offices. Classrooms feature advanced technology and flexible seating to accommodate interactive teaching, small group discussion and project work. Ability to tape lectures in every room. WiFi is available throughout.

ADA ACCESSIBLE» "Universal Design" allows students with disabilities to move throughout entire building.

DEPARTMENTS INSIDE» Academic Advising, Campus Climate and Diversity, Career Services, Communication Studies, Counseling and Testing, English as a Second Language Institute, Environmental Studies, First Year Experience Program, International Education, Multi-cultural Student Services, Philosophy, Student Support Services, Wisconsin Covenant Program.

CENTENNIAL IMPACTING OTHER ACADEMIC BUILDINGS


When Centennial Hall opened, students saw reconfigured classrooms in other buildings.

For years, students have crammed into classrooms in the other nine academic buildings. Classrooms in Centennial offer approximately 25 square feet per student, compared to approximately 17-20 square feet in the others.

The new design allows space for classroom technology, provides better sight lines and gives space for students to sit with laptops.

"The additional classroom space in Centennial Hall allowed us to right-size classrooms in our other academic buildings," says Bob Hetzel, Vice Chancellor of Administration and Finance.

Other academic buildings have expanded student space, while some smaller classrooms were converted to needed offices.



Each floor of the new residence hall has a large kitchen.

EAGLE HALL FAST FACTS

FUNDING» \$39 million (No state funds; entirely funded by fees students pay to live in residence halls)

CONSTRUCTION BEGAN» Feb., 2010

GROUNDBREAKING» April 23, 2010

DEDICATION» Oct. 15, 2011

SIZE» 212,000 square feet (largest campus building); five stories; identical but separate wings, Maroon Hall and Gray Hall: each has nine “houses” of 26-30 students; sleeping rooms surround a gathering area and breakfast nook

OCCUPANCY» 500 beds; returning students, freshmen and international students


GO GREEN» Leadership in Energy and Environmental Design (LEED) Silver rating (pending)

OTHER COMMON SPACES» vending, laundry and recycling rooms; computer lab; front desk; mailroom; classrooms; large meeting space

OTHER AMENITIES» full kitchen on each floor, high speed internet, Wi-Fi, cable TV hookups, individual suite-controlled heating/cooling

RENT» \$2,200 per semester

OTHER RESIDENTS» Office of Residence Life staff



The new residence hall, Eagle Hall, was built on the former Coate Field. **INSET:** The hall has numerous areas for students to meet casually and to study.



DONORS WERE KEY TO CENTENNIAL HALL

The new building at the heart of campus is a symbol of the generosity of donors, says Al Trapp, president of the UW-L Foundation.

That's a pretty large symbol. The new Centennial Hall can hold about half the student body at one time. But the campus, community and alumni came together to raise no small chunk of change — \$3 million of the \$40 million project.

"It's unfortunate that they were fundraising for this building during a bad time for our nation's economy," notes Duncan Cameron, '69, who with his wife, Dianne, were lead donors of the project. "It made me believe that, more than ever, it was important to give a large gift to encourage others to give similarly large amounts."

The Camerons were recognized when their names were added to the Hall of Nations inside the building.



COURTYARD HONORS PROFESSOR

UW-L biology professors Roger Haro and Peg Maher stand at the center of Daniel R. Sutherland Memorial Courtyard outside Centennial Hall. Faculty spearheaded a campaign to raise \$75,000 to sponsor and name the courtyard to honor Sutherland, a former biology professor who died unexpectedly in May 2006 at age 54.



WHEN YOU GIVE A DONATION TO UW-L IT'S IMPORTANT TO USE ONE WORD: **FOUNDATION**. WHETHER IT'S ON YOUR CHECK, WILL, TRUST OR OTHER TRANSFER DOCUMENT, DIRECTING YOUR GIFT TO THE UW-L FOUNDATION ENSURES THE GIFT WILL BE PUT TO USE ON OUR CAMPUS — NOT IN MADISON, BY UW SYSTEM OR THE STATE LEGISLATURE.





Coach Pein



Coach Perkins

Coaches retiring

Rich Pein and Sheila Perkins ending successful careers

Two long-time coaches are retiring. Head swimming & diving coach Richard Pein will retire at the end of the 2011-12 season and head volleyball coach Sheila Perkins retired after completing her 18th season in October.

Pein, in his 30th season with the team, was inducted into the UW-L Wall of Fame in 2006. He was named WIAC Coach of the Year 16 times and NCAA Division III Women's Swimming

National Coach of the Year in 2004. A campaign to raise \$50,000 to name the swimming and diving facility in honor of Pein has begun. The first year goal is \$15,000. Contribute through the Athletics Office at 608.785.8616.

Perkins guided UW-L to the NCAA III tournament in four of the last nine years, including two trips to the national quarterfinals. In 2003, she led the Eagles to a share of the school's first conference championship since 1986 and claimed UW-L's first WIAC tournament title. Perkins was 392-216 (.645) in 18 seasons.



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Coach Esten in the Hall of Fame



Former men's cross country head coach Phil Esten has been added to the United States Track & Field and Cross Country Coaches Association (USTF-CCCA) Hall of Fame. Esten, head coach for 28 years, was the 1996 USTFCCCA NCAA III Co-Coach of the Year when he led the harriers to a NCAA III title. UW-L won 20 conference cross country titles under Esten.



STUDENT-ATHLETES RECORDED A CUMULATIVE 3.210 GPA IN 2010-11, THE HIGHEST IN THE WISCONSIN INTERCOLLEGIATE ATHLETIC CONFERENCE. THE EAGLES ALSO HAD THE HIGHEST NUMBER OF STUDENT-ATHLETES, 376, POSTING GPAs ABOVE 3.000. UW-L HAS EARNED THE WIAC ALL-ACADEMIC AWARD FOR 10 STRAIGHT YEARS.

FOOTBALL fun



Fans of all ages enjoyed a new atmosphere at Eagles' football games in 2011 — music outside the stadium, food and beverage tents, tailgating, and a kids area. A special family ticket package included pre- and post-game family entertainment, special seating, food, the Shenanigans Kidz Blitz Zone and a chance to meet players on the field after the game. The fun will be carried over next season.

A GREAT HOST

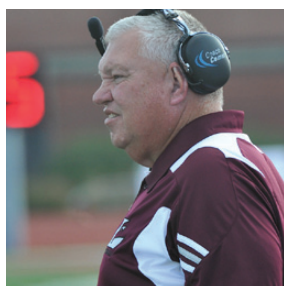
The NCAA III Championships Committee has selected UW-L to host the 2012 NCAA III Wrestling Championship and the 2013 NCAA III Men's and Women's Outdoor Track & Field Championships.

The wrestling championships will run March 9-10, 2012, at the La Crosse Center. UW-L successfully



hosted last year's event, bringing in approximately \$600,000 to the Coulee Region.

The track & field competition will take place at Roger Harring Stadium at Veterans Memorial Field Sports Complex May 23-25, 2013. This marks the third time UW-L has hosted the meet.



Assistant coach to join state football hall

UW-L assistant head football coach Mike Anderson, above, will be inducted into the Wisconsin Football Coaches Association (WFCA) Hall of Fame in March. Anderson just completed his 13th season as the Eagles' offensive line coach and his 17th overall. Anderson was named the 2004 WIAC Assistant Coach of the Year. He was head football coach for eight seasons at La Crosse Central High School, winning five league titles.



ALONG WITH WRESTLING AND TRACK & FIELD NATIONAL CHAMPIONSHIPS, UW-L HAS HOSTED NATIONAL CHAMPIONSHIPS FOR CROSS COUNTRY, GYMNASTICS AND SWIMMING, AS WELL AS NUMEROUS FOOTBALL PLAYOFFS AND VOLLEYBALL TOURNAMENT MATCHES.

CLICK ON THE LANTERN FOR
THE COMPLETE STORY
OR MORE INFO

CAMPUS & BEYOND



Jason Krug, vice president of the UW-L Student Association, and Madisson Heinze, president, stand over a campus painting in UW-L's Cartwright Center. The two were elected in spring 2011.

Students step up as leaders

Former student president recalls leading students in time of war

When James Hill was elected the first president of the UW-La Crosse Student Association in 1975, it was a tumultuous time. Students had been drafted to fight in the Vietnam War and anti-war protests were occurring across the country, including the bombing of UW-Madison's Sterling Hall in August 1970.

"I'm not the bomb-throwing type," says Hill, '76, now director of the La Crosse Area Development Corp., and



Jim Hill, '76, was the first UW-L Student Association president.

chairman of the UW-L Foundation Board. "Instead, I wanted to get involved on campus and organize by working inside the system."

Hill was elected student president and led efforts to lower student fees. He was involved in voting down construction of a hockey arena on campus.

"Looking back at where we've come from, our predecessors have done a great job of setting up the foundation for us," says Madisson Heinze, president of the UW-L Student Association for 2010-11.

HOESCHLER TOWER IS WHERE RALLIES HAPPEN ON CAMPUS. HUNDREDS FILLED THE MALL IN FEBRUARY WHEN THE STATE LEGISLATURE WAS CONSIDERING CHANGES TO COLLECTIVE BARGAINING.



Baby Blues

Savanna Westbrook, '10, shot this image, Baby Blues, her final semester on campus (Fall 2010) that became a finalist in Photographer's Forum College Contest. By then, Westbrook had been operating her downtown La Crosse business, Endless Images Photography, part-time, and was developing her skills as a portrait photographer. Baby Blues is one of her favorites because of the soft contrast between light and shadow. "Plus, the way this little girl's eyes are looking upward, large and unassuming, searching for her mother's guidance, really drew me to her," says Westbrook.



THEN & NOW:

ALUMS REMEMBER CAMPUS LIFE 50 YEARS AGO

They attended UW-La Crosse 50 years ago when tuition was less than \$100 a semester. Women then studied to become teachers, nurses, secretaries or mothers. They all chose teachers and fondly remember the pathway there.

Grads from '61 — Ruth Williamson, Ruth Ann Ries, Reggie Shutter and Fran Bogus — returned to campus to visit for the first time together in August.

"We are going down memory lane for a few days," explained Bogus, now retired and living in Oregon, Wis., and Sierra Vista, Ariz.

The four education majors remember small classes and knew their teachers well. They recall dance classes where they wore long skirts they had

sewn themselves. The specifications had to be exact and were checked by the professor who measured the distance from the bottom of the skirt to the floor.

They hadn't seen Emily Gregg's house on 21st Street in La Crosse since they lived on the second floor their junior and senior years. Room and board were \$5 a week per person, but that wasn't considered cheap.

"We were so poor. We could never afford candy or sweets, so one Halloween we dressed up and went out trick-or-treating," recalls Williamson. They put nylon stockings over their heads so even Gregg wouldn't recognize them.

"We never got reported to the Dean of Women so we think we got away with it," says Bogus.



IF YOU'RE PLANNING A RETURN TRIP TO CAMPUS, CONNECT WITH THE ALUMNI ASSOCIATION IN THE CLEARY ALUMNI & FRIENDS CENTER FOR WELCOME BACK INFO.



then

THEN: The alums 50 years ago, from left, Reggie (Trem) Shutter, Fran (Bunk) Bogus, Ruth Ann (Leary) Ries and Ruth (Westbrook) Williamson.

NOW: These class of '61 roommates from 50 years ago returned to campus in August. They are (from left): Ruth (Westbrook) Williamson, Auburndale, Fla.; Ruth Ann (Leary) Ries, Milton; Reggie (Trem) Shutter, Tomah, and Fran (Bunk) Bogus, Oregon.



now



Peter Talen's parents, Patty and Tim, left, with UW-L Director of Academic Technology Services Jim Jorstad with a state award for creation of a documentary about Peter Talen's tragic death.

UW-L fire prevention video receives state award

The Wisconsin Alliance for Fire Safety has given a UW-L video its Corporate Responsibility Award. The Theatre Arts Department and Information Technology Services received the award for "Peter's Story," a documentary on former student Peter Talen who died in a Madison house fire while visiting his brother in November 2007. The video is used in UW-L orientations, by the City of Madison and other fire prevention efforts. Production was partially funded by the UW-L Foundation. See the video at

<http://bit.ly/qiZv8R>.



Photo courtesy of ©Scot Goodman

Alum gets his own day

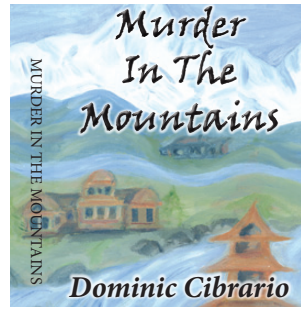
Chris Finn, '96, above, coached the U.S. National Power Soccer Team to the second World Cup in November —helping grow the sport worldwide. For that accomplishment, Finn was honored by the San Leandro (Calif.) City Council when it declared Oct. 18 Chris Finn Day in San Leandro. "It was quite an honor and a surprise," says Finn. "Power soccer has helped to change my life and I look forward to keep helping others change their lives." Find out more about Finn at www.chrisfinn.org.



SOCIALIZE ONLINE

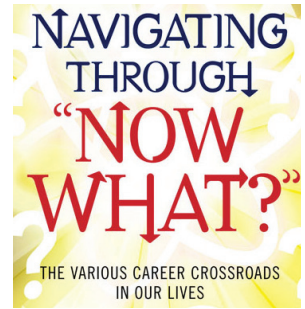
Like the UW-L Alumni Association on Facebook!

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Murder, he wrote

Dominic Cibrario, '69, has written his fifth novel, "Murder in the Mountains." The novel deals with the assassination of the royal family of Nepal in 2011 by the crown prince, an actual historical event. Four of Cibrario's novels deal with Nepal where he lived for two years as a Peace Corps volunteer when Kennedy was president. Find out more at: www.pomelotree.com.



New career?

Many find themselves at a career crossroads more than once. Karen Kodzik, '87, president of the Twin Cities' career consulting company Cultivating Careers, has written a book to help. "Navigating Through Now What?" has compiled stories people can easily identify with — those who've been downsized to those no longer happy with their jobs. See more at cultivatingcareers.com.



Do looks matter?

Do we perceive more attractive people as more trustworthy? An alumna scientifically tested that theory while studying psychology during college. Her research landed her in the national beauty magazine – Allure.

Erin Shinnars, '09, studied the relationship between attractiveness and trustworthiness as part of an undergraduate research project while in UW-L's Psychology Honor's Program.

"I thought it was interesting you could form such strong,



DURING 2010-11, UW-L'S UNDERGRADUATE RESEARCH & CREATIVITY PROGRAM FUNDED 92 GRANTS AT A TOTAL OF \$115,244 FOR STUDENTS WORKING ON PROJECTS.

automatic judgments about people in the first few seconds of meeting them," she notes.



Mike Flanagan, left, chief executive officer/president of Functional Biosciences Inc., and Mike Storck, chief operating officer, saw their business named one of 33 "2011 Wisconsin Companies to Watch."



Golf game leads to business partnership for a '93 alum

Mike Storck never would have guessed his life course would change on a golf course. It did. During his junior year, Storck met Mike Flanagan, '93, on the greens of La Crosse's Forest Hills. The two became business partners, eventually growing the Madison DNA sequencing service company, Functional Biosciences Inc., from the ground up. The company was one of the 33, "2011 Wisconsin Companies to Watch." The award recognizes companies poised for growth, which will help drive investment and job creation in Wisconsin.



Karla Stanek, '75 & '80, received the 2011 UW-L Academic Staff Excellence Award. Below, she is pictured with Chancellor Joe Gow.



All in the family

The Meyer family tradition continues. Henry, '61, and Vonnie (West), '57 & '65, Meyer from Marshfield, were proud their grandsons followed in their footsteps. Max Meyer, center, graduated in spring '10, and Matthew Meyer, earned an associate degree in '07.



UW-L RECEIVED THE 2009 U.S. DEPARTMENT OF COMMERCE EXPORT AWARD FOR INTERNATIONAL STUDENT RECRUITING AND PROGRAM DEVELOPMENT. A TOTAL OF 475 INTERNATIONAL STUDENTS FROM NEARLY 50 COUNTRIES WERE ENROLLED THIS FALL, THE LARGEST GROUP IN THE UNIVERSITY'S 102-YEAR HISTORY.

Job helper

Karla Stanek, '75 & '80, is always there for students

To know how many years Karla Stanek has worked on campus, count the windows in her new Centennial Hall office. Three. One for each decade.

Stanek, director of Career Services and the Academic Advising Center, has been helping students land internships and jobs since 1976. That's what she enjoys. "Being in the trenches

with the students is still my most favorite part of the job," she says.

When Stanek, '75 & '80, began working in Career Services, office staff placed 80 student interns. Last year, more than 800 worked at internships coordinated through the office. That's the largest centralized internship program among UW System comprehensive campuses.

Along with counseling and advising, Stanek enjoys being a conduit among businesses and organizations, and campus. She's also involved in community service. Her dedication to the community was seen in the theme she selected for her year as Mrs. Oktoberfest, 2010-11: "Take Time to Give Back."

Campus colleagues have noticed. Her peers gave Stanek the 2011 Academic Staff Excellence Award.



'50

Allegra (Jostad)

Silberstein, Davis, Calif., says it's wonderful being retired. She has more time for singing, dancing and writing. In March of 2010 she was selected as the first Poet Laureate for the city of Davis. In 2012 Parallel Press will be publishing her third chapbook of poems. Silberstein hopes to do a reading in Wisconsin in 2012.

'52

Jean H. (Chrisan) Porras,

Parkland, Fla., taught for 30 years, first in Beaver Dam, then for the Department of Defense-Army in France where she married Mario in 1966. She then taught in Annandale, Va. until 1970 before heading to Peabody, Mass., where she stayed until 1987. Porras then moved to Florida, teaching full time through 1992 when she retired and subbed for 10 years. She completely retired in 2002 and enjoys living in Parkland, just minutes from the ocean in Deerfield Beach.

'54

Thomas P. Rosandich,

Daphne, Ala., has been reappointed to another term on the International Olympic Committee's Commission for Culture and Olympic Education. He has served on the commission since its inception in 2000 and has been involved in the Olympic movement for more than 50 years. Rosandich received the IOC's highest award – the Olympic Order – in 1997. He received the highest honor given by

the United States Olympic Committee (USOC) in 2000 when he was awarded the USOC's President's Medal.

'56

Roger L. Nichols, Tucson, Ariz., returned in August from teaching a 10-week seminar on Indians in American history at Leuphana University in Lüneburg, Germany.

Wayne W. Welch, Grand Rapids, Minn., is a professor emeritus at the University of Minnesota and continues to conduct research. He received a \$175,000 two-year grant from the National Science Foundation to continue his study of the impact and sustainability of grants to improve technological education in two-year colleges.

'60

Richard Schoenfeld,

Lenexa, Kan., is a contract consultant for Cibus US LLC, a San Diego based biotech firm focused on specialty agriculture crop traits and trait improvements. He heads up the marketing program for several new products nearing commercialization.

'61

Gail (Fanslau) Robinson,

Naples, Fla., and her husband, Richard, are snowbirds, spending eight months in Florida and four months in Mequon. They keep busy by playing tennis and golf, and enjoy traveling.

'62

Brian Galligan,

Fort Lauderdale, Fla., taught for three years in Elgin, Ill., then entered the business world with Amoco. He does a lot of sailboat racing up to and including the America's Cup with Ted Turner. He lives in Florida and plays a lot of tennis. He has five kids, 15 grandkids and holding.

George W. Schubert, and Arline F. Short-Schubert (UW-L attendee), live in Grand Forks. George will be teaching a special topics course in the Sports Business Program at the University of North Dakota, following three years of teaching sport law in the same program. "Each year I think it will be my last year of teaching," he says. Arline recently presented a paper at the University of North Dakota Law School Sports Law Symposium. In July, she had an article published in The North Dakota Law School Journal.

'63

John O'Neill, Clinton, N.Y., is the Edmund A. LeFevre Professor of English Emeritus and a lecturer in English at Hamilton College in Clinton, N.Y. O'Neill was the keynote speaker at the college's Class & Charter Day May 6, 2011. He began teaching at Hamilton in 1972 and is one of the founders of the college's Nesbitt-Johnston Writing Center.

Clayton Stone, Alexandria, Va., is a senior consultant working full time with a company specializing in supporting U.S. Government Agencies.

'67

Wayne A. Jacobson, '67 & '68, Onalaska, retired as the advising coordinator of the UW-L Student Support Services program June 30, 2010. He worked there for 18 years.

'68

Ronald Byers, Westfield, is enjoying retirement. He and his wife, Anne, spend summers in Wisconsin and winters in Arizona. "Life is great," he reports.

Joseph Dwyer, South Kent, Conn., works for Management Sciences for Health, which works to improve health services and health systems in developing countries.

Kathleen (Klus) Van

Reusen, Bakersfield, Calif., has retired from the Kern County Department of Public Health, where she was a public health educator for more than eight years. She enjoys retirement and has joined the American Association of University Women (AAUW)- Bakersfield Branch where she volunteers.

'69

James J. Bird, Mooresville, N.C., is coordinator of doctoral programs on the faculty of educational leadership in the College of Education at the University of North Carolina at Charlotte. He is in his sixth year of his second career after serving 31 years as a school administrator, the last 16 as superintendent of schools in Auburn Hills, Mich. After graduating from UW-L, Bird earned a master's and

doctoral degrees from Ohio State University in 1970 and 1976. He and his wife, Linda, have two daughters, Brittany and Meaghan, and one granddaughter, Maryn.

Kathy Newton Boehm, Del Mar, Calif., is currently living on the beach near sunny San Diego. She invites visitors to the area to contact her.

Richard 'RJ' Hoefft, Naples, Fla., is an Internet marketing consultant with travel, high tech and Internet products, eco-friendly, real estate and more. You can connect with him at: www.facebook.com/hoefftrj.

'70

Margaret A. Ewert, Hudson, Fla., has begun a new fund-raising event in Onalaska, Wis., that benefits county libraries. The event, Leave A Legacy, honors her late son Joseph P. Rakha and includes music and food. Proceeds go to the libraries. She hopes to hold the event annually to get people interested in books, DVDs and other items the library system has to offer.

'71

Alfonzo Thurman, Bayside, resigned as Dean of the School of Education at UW-Milwaukee after 10 years in the position. He is returning after an administrative leave of absence to teach in the higher education administration program in the Department of Administrative Leadership. Thurman also served six years as Dean of the School of Education at Northern Illinois University (DeKalb)

and is completing his 41st year in higher education.

'74

Patricia A. Haupt, Durango, Colo., retired in 2008 and is enjoying everything Durango and Colorado offers.

Steven J. Thompson, Greendale, chief executive officer for the Wisconsin Park & Recreation Association, has been elected as the first professional to serve as the chair-elect for the National Recreation and Park Association, (NRPA), a non-profit national organization with over 18,000 citizen and professional members based in Ashburn, Va. He has served two, three-year terms with the association. Also, Thompson has been selected to the American Academy for Park and Recreation Administration, an organization of distinguished practitioners and scholars committed to the advancement of the park and recreation field.

'76

Jon Randal "Randy" Wray, '76 & '79, West Bend, retired in June after 32 years of teaching chemistry at West Bend East High School. He coached girl's gymnastics at East for 25 years.

'77

Terry Bolda, Menomonee Falls, started his own business, Bolda Communications LLC, and is a partner at Oak Hill Business Partners. Bolda Communications helps nonprofits and small businesses with

communications, public relations and fund development needs. Oak Hill works with small and mid-sized businesses. See more at www.boldacommunications.com.

Larry Gilbertson, '77 & '80, Atlanta, has been employed with the Centers for Disease Control and Prevention as a public health adviser since 2009.

Jayne (Pelzer) Karbula, Waupun, recently retired after 32 years of teaching instrumental music. She's looking forward to an extended golf season and more time quilting.

David O. Koch, '77 & '80, Minnetonka, Minn., has been named president of Windsor Financial Group in addition to his current role as chief investment strategist. Windsor Financial Group is a Minneapolis-based investment and wealth management firm.

'79

Paul Beitlich, Sarasota, Fla., has been named to the 2011 edition of Florida Super Lawyers magazine. Only five percent of attorneys in the state make the list. He works for Icard, Merrill, Cullis, Timm, Furen & Ginsburg law firm.

'80

John and Molly M. (Hudak), '81, Ritchie, live in Madison. John began working with The Information House, a human resources, payroll and benefits systems consulting company. Molly is the state director of the Wisconsin Academic

Decathlon, the third largest high school academic competition in the U.S. They have three daughters: Laura, a UW-Madison grad; Megan, '09; and Amy, who expects to graduate from UW-L in '12.

'81

David J. Wambach, Lake Mills, was named 2011 Prosecutor of the Year by the Wisconsin Association of Homicide Investigators for his successful prosecution of a 30-year-old cold-case murder. As a result of his work, he also received a Certificate of Achievement from Gov. Scott Walker for his "strong commitment to public service and safety." The CBS TV series, "48 Hours Mystery" aired an episode in April featuring the case.

'82

Dennis Patchak, Cave Creek, Ariz., moved to the southwest after graduation where he started a career with ITT Financial. He joined The CIT Group, which was later acquired by Wells Fargo in 1991. He and his wife, Renee, have two children, Ryan, 22, and Amber, 19, who are both attending college.

David P. Rogers, '82 & '84, Denver, is the administrator at Heart Institute - Children's Hospital Colorado.

David Rusch, Hartford, was selected as head coach for the Football All Star South team, which is played in Oshkosh in July. Rusch also broke a world record for pull-ups in the 50 to

Alums Michael Hemmer and Jenn O'Neill sit at the swing outside Graff Main Hall right after Hemmer's marriage proposal.



“Yes!”

Alums commit to marriage at campus swing

The swing on the southeast corner of Graff Main Hall holds a lot of significance for alumni Jenn O'Neill and Michael Hemmer.

It's where they always met between classes when they started dating their senior year. It's where they continued to meet after graduation in May 2010 — Hemmer traveling from graduate school at North



THE ALUMNI ASSOCIATION LISTS 2,920 ALUMNI COUPLES OUT OF APPROXIMATELY 62,300 LIVING ALUMNI.

Dakota State University in Fargo and O'Neill traveling from law school at Marquette University in Milwaukee.

September 2011, the two met at the swing again. This time Hemmer had a ring. O'Neill said, “Yes.”



Northern exposure

Exercise and Sport Science alums posed for a picture while attending a physical education convention in Alaska. Some attending with UW-L ties included, from left, Josh Chelf, and Megan Chelf and Brody, Rosalie Schuette, Dawn Evans-LaFleur, Jeff Steffen, Pam Skogstad, Dave Malacek and Kayla Clark.



Alum is top Florida athletic trainer

John Karl, '89, left, was named 2010 Florida High School Athletic Trainer of the Year. The award is given to a high school trainer who has displayed a high level of professionalism and whose actions have improved the profession. Presenting the award were Stephanie Lennon, state president, and Don Teahan, the organization's West Coast representative.



Eric Hammer, '06' & '08, added his love for the outdoors to rec management degrees to become a park ranger.

Grandpa's wisdom + college = outdoor career

The log walls of Eric Hammer's home tell his life story — mainly spent outside of them. They contain snowshoes, buckskins, deer skulls and fishing poles. "I have a lot of natural hobbies," the 27-year-old admits. College helped Hammer, '06 & '08, see how his love of nature could become his career. Today he's a park ranger at Blackhawk Park near De Soto.

"The recreation program and professors made me think about why I do all of these hobbies and realize what I really like," he explains. "I like the idea of getting people who don't experience nature — out there."



Ruth (Beaver) Kramer, who attend from 1931-32, returned to campus in August. Here, she's in front of Graff Main Hall talking with Registrar Chris Bakkum, '76.



Back after 80 years

Campus has changed since Ruth (Beaver) Kramer was a student in the '30s. But when she returned in August, she saw familiar names.

Kramer was on campus to retrieve transcripts from when she was an elementary education major from 1931-32. She then began the nursing program across town at St. Francis. She entered the Navy in 1936, where she spent most of her career.

In August, Kramer received an honorary degree from Viterbo University for completing the nursing program. Now she's determined to get a real degree after earning college credits throughout her career.

When she returned to Old Main, the 97-year-old felt at home. "It's a gorgeous, old building," Kramer says. "And, it's a great school."

Scanning her transcript, she quickly recalled having history with Mr. Laux, English with Mr. White and geography with Mr. Whitney. All have buildings named in their honor.

Kramer has another connection to campus. Her daughter, Eve Kramer, '69, majored in physical education.



54 age group by doing 36, defeating German Peter Rouse. The pull-ups are strict straight arm with a pause between each rep. The record will be in the Dale Harder Book of World Records and is in his international newsletter. Google "Dave Rusch pullups" to find it.

'84

Colleen (Kornowski) Smka, Green Bay, is now a parent of a college graduate. Their son graduated from UW-Eau Claire in December 2010.

'85

Susan J. Emanuel, Fort Myers, Fla., has been working for the last year with a Hope PACE program in Fort Myers. As a recreational therapist, she develops and implements social programs for dementia patients at area wellness centers.

'86

Susie Jans-Thomas, Pensacola, Fla., has been named to the board of directors of the National Association of African American Studies and Affiliates. She works at the University of West Florida.

Sheryl (Fickau) Watkins, Mukwonago, has taken a new position with Aurora St. Luke's Medical Center in Grafton as the PACS coordinator for the cardiology department. She had been there for 25 years as a nuclear medicine technologist. This summer, Sheryl and her family spent a month traveling Europe. Most of the time was spent

in Denmark visiting her Danish host mother. She spent a semester abroad with DIS in 1985 though UW-L and stayed with a wonderful family. "They have never gotten rid of me since I have been back to visit numerous times by myself and with my family," she says.

'87

Trudy E. (Klemp) Statter relocated to the Dallas-Fort Worth area last year for her husband's career. She's still looking for employment. She is "loving" the weather and their new home in Grand Prairie.

Robert M. Thomas, Elm Grove, earned a doctorate from Marquette University in Educational Policy and Leadership. His dissertation was "The Effects of the Black Civil Rights Movement on the Rights of the Disabled."

'88

Susette M. Brandner Alsteens, Belleville, teaches middle school and high school English. She finished her 18th year as an athletic director. Susette and her husband, William, designed and built a new house in the Belleville School District and moved in on Oct. 29, 2010. Their son, Parker, has finished 8th grade. The family welcomed Jeter, a red setter.

'90

Gretchen (Keller) Rodefeld, Madison, has earned the Accredited Business Communicator (ABC) designation from the International

Association of Business Communicators (IABC). The ABC designation demonstrates knowledge of strategic communication planning, implementation, measurement and ethics.

'91

Lisa M. (Stafford) Lanz, Indian Head Park, Ill., has been executive director of the Tawani Foundation since April 2009. The foundation's mission is to increase awareness and understanding of the important role of the citizen soldier; preserve American history sites; improve public spaces and services that enhance life quality; and honor and support the military service. She received the 2007 City of Chicago's General Logan Award for Patriotism and was a Crain's 40 under 40 honoree.

'92

Lisa Ann Krutzik, Kaukauna, launched a new business/project called The American Wedding Project on Feb. 14, 2011. She hopes to photograph a wedding in every state and 10 major cities in less than a year and a half. Find out more at www.theamericanweddingproject.com. Krutzik will share the adventure of not only the weddings, but the stories behind the families, the communities, and of course the follies of traveling nationwide in a Ford Escape for over a year. She'd love to photograph a UW-L alum's wedding.

'93

Jeffrey J. Fleig, La Crosse, took over as principal of La Crosse Central High School effective July 1, 2011. He had served as associate principal there for the past six years.

Charles Milliren, Owen, recently retired from teaching after 31 years with the School District of Owen-Withee as an elementary physical education teacher and high school coach in the sports of football, wrestling and softball. Milliren will stay on as varsity softball coach and substitute teacher at Owen-Withee, as well as other area schools. He also officiates a variety of WIAA games.

'94

Jean Broadwater, La Crosse, has been named superintendent of schools in Houston, Minn. She was superintendent of schools in Kewaunee.

'95

Erik Huber, Atascadero, Calif., became an Open Water Scuba Instructor in December of 2010 in Playa del Carmen, Mexico. He has been certified as a Red Cross Instructor for Lifeguarding, Lifeguard Management, CPR/AED for the Professional Rescuer, Emergency Oxygen Administration, and Bloodborne Pathogen Safety Training. Huber is a water safety instructor and senior lifeguard for two city operated pools on the Central Coast of California. He also officiates co-ed softball and officiates inline hockey for local parks

and rec programs on a part-time basis, along with volunteering at the local Human Society.

Mi Ae Lipe married Ronald Swartz July 31, 2010. They live in Seattle. She is the owner of What Now Design, which provides editing, graphic design, and publications consulting services for book authors and companies. She is currently writing a book about driving techniques and the blog Driving in the Real World (www.drivingintherealworld.com).

'96

Paul and (Amy Miller) Bremel, both, '96, have moved their family of five to Woodstock, Vt.

Chris Finn, San Leandro, Calif., is the head coach of U.S. National Power Soccer Team, the first competitive team sport designed and developed specifically for those who use a power wheelchair. He coached the team to win its first-ever World Cup in Tokyo, Japan, in 2007. He hopes to take the 2011 team to France to defend its title and making it the first-ever U.S. national soccer team to win back-to-back World Cups. Find out more at www.theonepower-soccer.com.

Neil A. Hauger, Minneapolis, is sales director for North and South America for Medafor Inc. Medafor manufactures "Microporous Polysaccharide Hemospheres," branded as Arista MPH. Arista is a plant-based absorbable hemostat for use in surgical applications to stop bleeding.

'97

Capt. Anthony M. Soika, West Columbia, S.C., of the U.S. Army's 101st Airborne Division, returned from his third combat deployment in September 2010 and has been reassigned to the U.S. Army Physical Fitness School at Fort Jackson, S.C., where he will help with the overhaul of the army's physical fitness testing protocols.

Christi M. Suzda, Wauwatosa, graduated Summa Cum Laude with a master's in English and professional writing from Mount Mary College in 2010. She is a crisis stabilizer with Integrity Family Services in Saint Francis. She works with at risk youth, helping them overcome obstacles and stressors while encouraging the future with a strength-based plan approach.

'98

Steve F. Taylor, was elected an alderman in Franklin in 2008 and was re-elected April 5, 2011, receiving the highest vote total in the city's history. He has been Common Council President since being elected in 2008.

'00

Mandy (Springborn) Henkel, Fennimore, started a new career at Southwest Wisconsin Technical College as a research associate in September 2010. She reports she's "finally putting my degree to good use!"

Kelly (Mayer) Norton, Kaukauna, has accepted a position at Moraine

Park Technical College as executive director of the MPTC Foundation & Alumni Relations.

'01

Angela N. Swenson-Holzinger, Altoona, was hired as an academic adviser at UW-Stout in April 2011.

'02

Jessica (Tobalske) Gathirimu, Milwaukee, has been promoted at the City of Milwaukee Health Department to family and community health operations manager.

'03

Tony J. DeRosa, New Berlin, became principal of Butler Middle School in the school district of Waukesha July 1, 2011.

Brian S. Hutchings and Jessica M. Gile, '05, returned to La Crosse to get married June 20, 2009. They live in Wauwatosa. Brian works at Visit Milwaukee; Jessica at UW-Milwaukee.

'04

Scott E. Erickson, Barron, was hired in February by Three Wide Media as a Contributing Writer for "Dirt Late Model" and "Dirt Modified" magazines.

Wanda Kanwischer, Eagan, Minn., has been named assistant dean of students at Normandale Community College in Bloomington, Minn.

Daniel B. Ruud, Platteville, has been working in the

aerospace industry at Esterline Avista as a software engineer for seven years. He says he advanced to senior level quickly thanks in part to UW-L.

'05

Matthew W Elderbrook and Alana Apfelbeck, '06, were married July 23, 2010. They live in Madison. The wedding party included UW-L grads Nikki Wundrow, '05, Molly Schwader (Kemp), '06, Katrina Nelson, '06, Megan Elderbrook, '11, Matt Kellermann, '05, Dan Voss, '05, Brian Bartz '05, Jake Speilbauer, '06, Nathan Kaderabek, '05.

Carissa Hoffmann and Tyler Olson, both '05, were married Nov. 5, 2011.

'07

Mark Jakubek married Julie Derr July 23, 2011. They live in Hartford. Mark works for Beaver Dam Community Hospital. He is an athletic trainer and provides outreach sports medicine coverage to two local high schools. He also assists a sports medicine physician at Beaver Dam Community Hospital.

Ben Penlesky, Waukesha, has completed two years of service with the YES AmeriCorps program working with the Upward Bound program at UW-L. He began a master of architecture program at UW-Milwaukee in July 2011.

'08

Matt Hulbert, La Crosse, is a marketing manager at Courtesy Corp. McDonald's in Onalaska.

'09

Caitlyn Kamrath, Viroqua, is the marketing director for UW-L Dining Services, Chartwells.

Joseph H. Loomis, Sault Ste. Marie, Mich., started a new position as area coordinator and assistant director of Student Activities with the Office of Campus Life at Lake Superior State University in July.

DeAndre Taylor, Milwaukee, graduated from UW-Oshkosh in May 2011, earning a master's in educational leadership. Taylor is a residence hall director at Marquette University.

Josh Van Winkle, Carlsbad, Calif., moved to Germany after graduation and began career with Adidas working in Olympic apparel. After a year, he moved to Carlsbad to join TaylorMade-adidas golf. He is currently the U.S. apparel merchandising coordinator for Adidas.

Lindsay M. Wasicek, Germantown, spent a year as retail manager at Vision

World in La Crosse to get a foot in the door to pursue a career as an optometrist. Wasicek began optometry school in fall 2011 at the University of Missouri-St. Louis working toward a doctor of optometry.

'10

Roxanne Roxy Helmeid has completed a year of full-time AmeriCorps service with two nonprofits focused on education: New Leaders for New Schools and the Admission Possible Milwaukee. She is currently an AmeriCorps service with Habitat for Humanity of Minnesota as the Communications VISTA.

Wesam Khouj, Mequon, is working on a master's in information technology at Concordia University, where he also works at the International Office in admissions.

Amy Klemm, Dallas, is a research technician in the biochemistry department at the University of Texas Southwestern.

Class of 20???

Ryan C., '95, and Jennifer J. **Olson**, Holmen, a daughter, Paige Ardene, Aug. 5, 2010.

Jodie (Brown), '97, and Shane **Sorenson**, Waunakee, a son, Wyatt Shane, Feb. 10, 2011. He joins sisters Hunter (11 1/2) and Savannah (10).

Susan (Flynn), '97, and Michael **Walsh**, Chicago, a daughter, Tess Eloise in March 2011. She joins sisters, Lileigh (6) and Moira (4). After graduating from UW-L, Susan earned a master's in elementary education from National-Louis University. She has been an elementary school teacher for 12 years.

Kelly (Thomas), '98, and Brian **Moran**, a son, Brady Thomas, June 13, 2011. He joins a brother, Aidan (3).

Angel (Miller), '02, and Cameron O. **Olson**, Eau Claire, a daughter, Grace Sharron, April 27, 2011. She was welcomed home by sister, Madison, and brothers C.J., Micah and Benjamin.

Mandi (Watkins), '02, and Michael **Soderlund**, Bloomington, Minn., twin daughters, Elise Anne and Olivia Lee, Aug. 1, 2011. They join sister, Emilia.

D.J., '03, and **Julie (Fretwell)**, '04, **Kearney**, Waconia, Minn., a son, Drew, Nov. 26, 2010. He joins brother, Alex (4.)

Heather L. (Du Mez) and **Justin J. Jehn**, both '04 & '08, West Salem, twins: Peyton Elizabeth and Parker James, March 3, 2011. They join sister Addison (3).

Stacy (Gramentz), '05, and Kyle **Collins**, Waseca, Minn., a son, Keenan Axel, March 17, 2011.

Brandon E., '08, and Mandy **Meyer**, La Crosse, a son, Noah, Oct. 4, 2010. Brandon recently published a book, "Aer Infirma."

Laura, '08, and Samuel **Nikolas**, Blaine, Minn., adopted a son Dante, June 2010. He turned 2 in July.

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IN MEMORIAM

TO GIVE A MEMORIAL SEND A CHECK TO:

UW-L FOUNDATION, 615 EAST AVE. N.,

LA CROSSE WI 54601

STAFF AND FACULTY REMEMBERED

Roland W. Christensen

Roland W. "Coach Chris" Christensen, 84, died Oct. 20, 2011, in La Crosse. He taught in the Mathematics Department from 1960-92, and was assistant football coach from 1960-99. In the teams' drive to the 1992 NCAA Division III national title, he served as interim head coach when Roger Harring was sidelined with heart surgery and guided UW-L to its first undefeated season in 38 years with a 12-0-1 record.

Gayleen Eilers

Gayleen Eilers, 55, died Oct. 17, 2011, in La Crosse. Eilers was a medical doctor in the Student Health Center from 1989-2010.

Erwin W. Erickson

Erwin W. Erickson died Oct. 19, 2011. He taught in the Art Department from 1967-94.

Bill Fiorini

William Richard Fiorini, 69, Grayville, Ill., died June 4, 2011. Fiorini taught in the Art Department from 1968-2009. He mastered the techniques of Damascus Steel and Mokume Gane (woodgrain-pattern developed non-ferrous metals through diffusion) and created the university's mace and medallion.

Carol Kirk

Carol Kirk, Fond du Lac, died July 9, 2011. Kirk taught in the Teacher Education Department from 1988-2005. She was director of the graduate reading program and director of the Reading Evaluation and Development (READ) Clinic.

Eugene "Gene" J. Millich

Gene Millich, 86, La Crosse, died July 3, 2011. He was an associate professor of library science from 1957-88.

James H. Warner

James Warner, 72, died Sept. 29, 2011 in Red Wing, Minn. He taught botany and general biology in the Biology Department from 1963-96.

Anne Winter

Anne Winter, 77, Jacksonville Beach, Fla. died May 25, 2011. Winter taught in the Exercise and Sport Science Department from 1962-97. She was department chair for nine years and served on the Faculty Senate for 17 years.

For complete obituaries on most listed staff and faculty, go to www.lacrossetribune.com.

ALUMNI REMEMBERED

1936: Vera Jensen,
Alexandria, Va.

1941: Charles P. Nader,
Milwaukee

1942: Margaret Walsh Fenn,
Seattle

1943: Jane (Cameron) Heller,
La Crosse

1950: John J. Muza, Oshkosh

1952: Lou Ellen T. Elsner,
Little Chute

1955: Laverne P. Snippen,
Charlotte, N.C.

1956: MaryAnn "Pudge" Schomisch, Cocoa Beach, Fla.

1961: Gertrude D. Johnson,
Wilton

1962: Beverly Hartung Noltner,
Lake Nebagamon

1966: Virginia Fairbanks,
Hedgesville, W.V.

1968: Ronald Lokken,
West Salem

1968: Walter H. Souza,
Waimea, Hawaii

1971: Tom Grossman, Burlington

1973: Alvin Hella, Hatton, N.D.

1975: Mervin Pederson, La Farge

1978: James Sauer, La Crosse

1981: Robyn (Hietpas)
Chambers, Lake Mills

1983: Melisa Thideman, Tomah

1984: Michael Stoker, La Crosse

1991: Heidi Benson Sooy,
Colorado Springs, Colo.

1992: Amy (Axelsen) Stauffer,
West Salem

1997: Scott Goodwin,
New Lisbon

2002: Craig M. Derenne,
Luxemburg

LEAVING A LEGACY

Pat Mertens '56 & '71

In the early 1950s, Pat Mertens learned chemistry from Milford Cowley, physical education from Emma Lou Wilder and history from Myrtle Trowbridge. She later served students for 26 years in buildings named after these legends. Mertens is well versed in UW-L's great history, but she is also about contributing to its future.

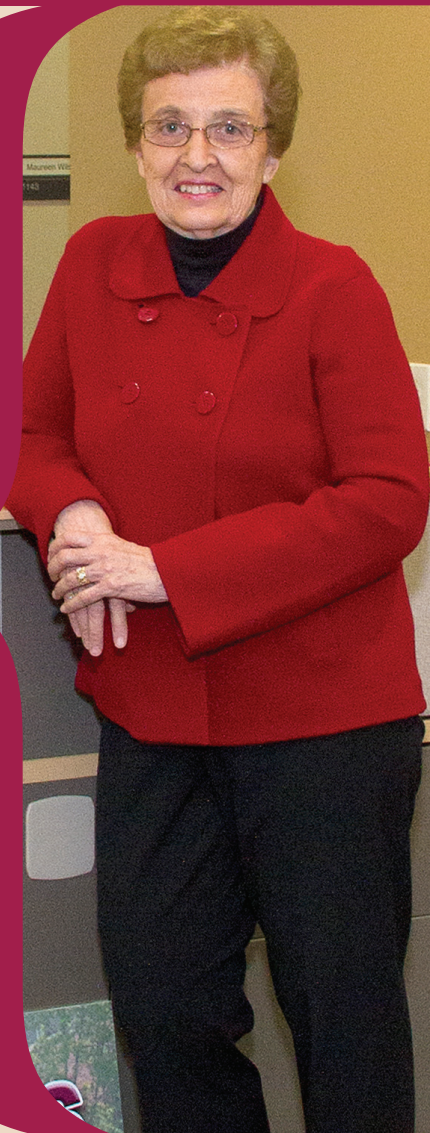
When she retired from UW-L in 1995 as assistant director of career services, Mertens established the Patricia A. Mertens Scholarship Fund. It provides financial assistance to students in the School of Education or in the Department of Exercise and Sports Science.

"I hope it encourages others to set up scholarships for UW-L students within other colleges and in their local communities so that students are able to reach their career goals," she says.

Mertens was able to achieve her goals, earning a bachelor's degree in physical education in 1956 and a master's degree in college student personnel in 1971. She went on to teach physical education for 13 years in schools in Wisconsin and Washington state before beginning her career at UW-L, serving in Residence Life, Admissions and Career Services.

Mertens spent a good deal of time helping students reach their career goals. But she often found conversations leading to student's family and personal life. Mertens became well aware of not only the great potential of these students, but also their financial needs.

"I enjoyed working with UW-L students and I wanted to help students as much as I could — even after I retired," she says.



START A SCHOLARSHIP ...

There are many ways to create a scholarship fund to help future generations of UW-L students. Please contact the UW-L Foundation at 800.895.3863 or foundation@uwlax.edu.